2017 Excellence Award entry
Awareness Campaign
WPWMA and Placer County Regional Recycling Group
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Title of Entry: One Big Bin
Jurisdiction: Western Placer County
Approximate Population: 275,000
Cost Per Household: Not applicable
Budget: $160,000
Executive Summary

Proper waste disposal is complicated. But Placer County made recycling easy through their “One Big Bin” for mixed waste and recyclables. Residents toss trash in, and trash gets sorted out onsite by Western Placer Waste Management Authority (WPWMA).

One Big Bin made recycling so easy that proper disposal was no longer top-of-mind. Frequent waste disposal contamination along with too many questions about when Placer County would begin a recycling program revealed that Placer County residents were not aware of One Big Bin’s purpose.

The jurisdictional partners of the Placer County Regional Recycle Group hired a marketing consultant to conduct research and implement a multi-faceted and integrated educational effort. An innovative outreach strategy emerged from customer research. A fresh, new brand was born, and an integrated marketing plan was launched – on all communications channels – to creatively emphasize that proper waste disposal matters to a target audience of more than 275,000 people.

Research

Prior to implementing the new marketing campaign, members of the Regional Recycle Group pooled their resources to get the One Big Bin message out by attending events, issuing quarterly bill inserts, and buying some radio and billboard ads. Although the effort was intended to drive people to the One Big Bin website, there was no way of measuring effectiveness or Return on Investment (ROI), and conflicting messages dampened the impact.

Key educational messages prior to the integrated campaign:

- One Big Bin recycles for you
- What is WPWMA and what is the Materials Recycling Facility (MRF)
- What cannot go into the bin (HHW awareness)
- How to properly dispose of HHWs
- Awareness of the curbside pickup program

To increase awareness of proper disposal techniques, extensive research was needed to understand what Placer County’s residents actually knew about proper disposal. WPWMA hired 3fold Communications and they launched a research phase. 3fold’s goal was to define who, amongst residents, was ready for which educational message. Customer research was designed to rank the priority and order of future educational initiatives based on that knowledge. Research included:

| Primary | Meetings and interviews with staff and leadership from WPWMA and Placer County jurisdictions, including personal interviews with 33 Placer County residents at a community event and a customer satisfaction and awareness survey completed by 1,711 residents. |
| Secondary | Review of survey data from the last four years. |
| Quantitative | Analysis of WPWMA website visits, onsite HHW drop-offs over the last four years and One Big Bin WPWMA newsletter open and click-through rates. |
| Specialized | Analysis of current communications materials and channels. Audits of key competitor communications and messaging. |
Survey requests were sent out by jurisdiction and posted on WPWMA’s website, and interviews were conducted at community events. Despite sampling from residents who connected to their jurisdiction, research showed that only 60 percent of interviewed Placer County residents knew that WPWMA recycled for them. And when asked whether participants had seen references to One Big Bin in the last 24 months, a similar subset (43.2 percent) indicated that they had not seen any messaging about One Big Bin – despite the Regional Recycle Group’s yearly outreach campaigns.

For example, Placer County has many drop-off sites and curbside pick up options for most HHWs, making disposal very convenient. But when asked to identify HHWs and if they knew proper disposal methods, 40 percent of individuals indicated they knew not to throw oil, batteries or paint into the trash, but didn’t know enough about HHWs to make proper disposal choices (other HHWs had varying levels of awareness).

This data indicated that educating the public that Placer County recycles through the One Big Bin program, as well as education about what HHWs are, and how to properly dispose of them, was the primary need.

The decision to counteract the unawareness was decisive. It was time to roll out a new brand with messaging and creative assets that reminded residents of the variety of WPWMA’s convenient disposal methods. The campaign needed to speak directly to target audiences, and hit all communication channels.

Another issue to address was the fact that no central website existed where Placer County residents could learn how to properly dispose of waste. Many disposal rules were posted on various jurisdiction web pages with conflicting information and low engagement. Coupled with the revelation that social media engagement was low, a fully integrated awareness strategy was needed to reach target audiences.

**Planning and Goal Setting**

The target audience included residents living in Western Placer County’s cities, businesses, schools and elected officials. The goal was to educate the community about proper waste disposal and how to take advantage of free county-wide services. Budget limitations resulted in a narrower target audience focused on primarily 25–54 year old female “head of households,” because of the theory that if household decision makers decided to properly dispose of waste, the rest of the family would follow suit.

**Target Reach:** To reach this audience, specific communication channels were prioritized in owned, paid, and shared media. 3fold prioritized videos and family friendly graphics most likely to capture the attention of busy One Big Bin users.

**OWNED MEDIA:**
- Mailed bill inserts
- Garbage truck sides
- E-Newsletter
- Website

**PAID MEDIA:**
- Display
- Video
- Pandora
- Billboards (placed in high-traffic commuting areas)
- Cinema ads (planned around big yearly film releases most likely to reach this audience)

**SHARED MEDIA:**
- Social media (Facebook/YouTube priorities)
- Word of mouth
- Referrals (prioritized from other city web and social media pages)
GOAL ONE: Position the One Big Bin website as the informational hub for waste and disposal.

**Specific:** Establish a single website as the informational hub for One Big Bin waste and disposal and increase unpaid traffic to this website by four times its current traffic.

**Measurable:** Track monthly analytics for both paid and organic visitors once the website launches to monitor success.

**Attainable:** Increase unpaid traffic to the website by four times would mean a jump from the baseline December 2015 visits of 24 per month to an average of 96 per month. Launching the campaign on multiple platforms (social media, email, digital radio, theatres, and billboards) makes this goal attainable.

**Relevant:** Create a single, go-to website, for all solid and waste recycling information, OneBigBin.com, to support relevant customer searches – to replace the current reality of 12 separate websites offering solid waste and disposal information in piecemeal.

**Time-Bound:** Implement the goals in six months (November 2016-May 2017).

GOAL TWO: Generate awareness and campaign integration on all channels to keep proper disposal techniques top of mind.

**Specific:** Create a new logo and tagline that resonates with target audience, and launch it on all WPWMA communication channels to increase campaign visibility via traditional and digital platforms.

**Measurable:** Measure success of campaign frequency across the integrated channels featuring static and digital billboards, cinema advertisements with motion graphics, digital radio, digital display banners, social media ads and online video ads all delivering traffic to a new website resource center. When all these graphics met customer campaign standards, our goal of integration was met. Next, we measured campaign impression frequency across the target audience. All digital ads and assets were measured via tracking code.

**Attainable:** Synchronize all communication channels around strategic times, to encourage maximum visibility to target audiences.

**Relevant:** Repeat messages during the holidays and spring cleaning months with specific waste disposal messages that apply directly to target audience needs. They were timely and relevant due to high holiday waste and traditional timing for head of household consideration of waste disposal.

**Time-Bound:** Implement the goals in six months (November 2016-May 2017).
Timeline: April 2016–May 2017

April–July 2016
Research, analysis and reporting

September–October 2016
Website development

November 2016
Website launch

November 2016–May 2017
Paid traditional and digital launch

Goal 2 Results: Analytics collected monthly showcasing impressions and engagements on traditional and digital platforms

Goal 1 Results: Analytics collected monthly for reporting on increase in web traffic
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Budget

Funding was pooled from all members of the Regional Recycling Group in order to get out the One Big Bin message. The total budget was $160,000. There is no cost per household associated with this project.

- 3fold Research $10,000
- 3fold Campaign Development and Media Management $51,000
- Website Design and Development $15,000
- Cinema Advertisements $27,000
- Billboards and other Collateral $32,500
- Digital Media Spend $15,500
- Reporting $9,000
- **Total** $160,000

Media Planning 2016–2017

**ONE BIG BIN CAMPAIGN**

**Digital**
- **Facebook** | Paid Social Ads
- **Google Display Network** | Digital Display Banners
- **Pandora** | 30-second audio spots + Digital Display Banners

- **Nov–Jan**
- **Feb–March**
- **April**
- **May–June**

**Outdoor**
- **Digital Bulletins** | Roseville/Rocklin Hwy 65, Roseville 1-80, Roseville Galleria Mall

- **Nov–Jan**
- **April**

**Cinema**
- **Auburn, Rocklin, Roseville** | NCM, 30-second video spots, Screen Vision Media

- **Nov–Jan**
- **April**
- **May–June**
Implementation

Obstacles

OBSTACLE 1: LOGO DESIGN DILEMMA
A challenge in meeting SMART goal one and two was to build a brand and recognizable image for One Big Bin that unified customers as proud-to-be recyclers.

3fold’s designers recommended putting the “One Big Bin” name inside of the trash bin itself, to symbolically communicate ease and efficiency. But, they determined, the “one” had to go. It looked cluttered and unbalanced. The only solution was to turn “one” into “1,” and to avoid confusion, purchase the domain name 1bigbin.com, to redirect to onebigbin.com

OBSTACLE 2: HOW TO MAKE PROPER DISPOSAL RELEVANT
One Big Bin needed a friendly video scenario with emotional appeal to be consumed on multiple channels and in multiple ways without the consequence of over-exposure or clever-gone-old. The emotional-appeal tactic was challenging. Recycling hazardous waste is not all that interesting to most people. The solution was to animate recyclables and give them human characteristics that would be memorable, pull at a universal emotion (breaking up is hard) and sneak in messaging about keeping hazardous waste out of One Big Bin. Script writing was set in motion and “A Trashy Love Story,” a sweet, 30-second vignette of two aluminum cans “in love” proceeded to the design stage. The designers turned to the illustration style Chibi, used to depict scenes that are cute to demonstrate the sorrow of HHW disposal gone wrong.

Initially shown in theatres attended by Placer county residents and via Pandora, the video now lives on One Big Bin and jurisdiction websites, and YouTube: https://www.youtube.com/watch?v=xNsWwBV929I.

OBSTACLE 3: GETTING ALL PLACER COUNTY JURISDICTIONS ON BOARD
In order to make this campaign truly integrated, and to position One Big Bin’s website as the central waste authority in Placer County, all websites and jurisdictions needed to embrace and re-direct their waste pages towards One Big Bin.

In order to ensure compliance, the first step was to get buy-in on the new logo, tagline and website. 3fold presented the logo at Placer County’s Regional Recycling Group meeting. Once accomplished, monthly editorial calendars were developed to coordinate message delivery across One Big Bin’s blog and social media.
Partnerships and Opportunities

WPWMA’s strong partnership with Placer County and the cities of Auburn, Roseville, Rocklin, Colfax, and Loomis, as part of the Regional Recycling Group, was integral to supporting a strong, shared-media strategy. The jurisdictional partners shared the following responsibilities:

- Updated their website graphics and links to reinforce One Big Bin’s brand and message
- Distributed One Big Bin bill inserts
- Shared messages on social media for educational dissemination, when applicable

When jurisdictions started working together, new opportunities arose. For example, Roseville Environmental Utilities Department used its digital media dollars to push out the “Trashy Love Story” motion graphic. Roseville also requested One Big Bin graphics for the sides of their garbage trucks.

Budget Rollout

3fold was contracted by deliverable and budget, so the budget stayed very close to predicted levels, and did not exceed them. Through the course of the contract, however, the deliverable list did pivot to leverage partnerships (e.g. Roseville’s garbage truck graphics).

Improvement

HOW IS THIS CAMPAIGN AN IMPROVEMENT OVER A SIMILAR CAMPAIGN?

During 2015, WPWMA held two advertising campaigns with a goal of increasing newsletter subscribers. Digital and radio spend for the year was more than $29,000, netting 1,886 new email subscribers (subscribing for the chance to win a $500 gift card). The campaign averaged a customer acquisition rate within a normal range, but it did not further the One Big Bin brand and it did not generate dedicated and interested newsletter subscribers. Because fewer than four newsletters were sent out in a year, no audience conversion was tracked. With the new campaign, the One Big Bin brand became more visible and attracted website traffic that was qualified; those who clicked were actually interested in learning more about proper waste disposal. Over six months, without any dedicated campaign effort or spending, 398 new subscribers signed up for the newsletter on their own.
Results

RESULTS OF SMART GOAL ONE: Position the One Big Bin website as the informational hub for waste and disposal.

Baseline unpaid visits for December 2015 to the WPWMA website averaged 24 per month. Our initial goal was to increase this to 96 visits per month. December 2016 unpaid website views were 961, significantly beating our goal of a 400 percent increase in just the first month of the campaign. The new One Big Bin website gave early feedback that it’s a worthy resource for our target audience to find more information. Since December, time spent on the site and average number of page views has increased to more than one minute and 1.45 pages viewed per visit. These indicators show that people are spending time reading about proper waste disposal.

WEBSITE TRACKING
(Includes all sources of traffic for the duration of the campaign)
Total Website Visits: 29,622
Unique Visitors: 18,950
Total Page Views: 42,848
Pages Averaged Per Session: 1.45
Avg. Time Spent on Site: 1:30

ORGANIC TRAFFIC LIFT (NEW USERS)
One of our goals was to increase organic traffic by 400%. At only 24 organic users per month before the campaign, this data shows that our community efforts were successful. The following figures show website traffic capturing only organic sources of traffic through direct, referral, search, or email.
Dec: 961
Jan: 1,316
Feb: 892
Mar: 1,143
April: 1,875
May: 874

We significantly exceeded our goal of a 400 percent increase in the first month of the campaign.
RESULTS OF GOAL TWO: Generate awareness and campaign integration on all channels to keep proper disposal techniques top of mind.

3fold integrated the look and feel across Owned, Paid, and Shared media in order to increase campaign visibility. The following pages of data demonstrate that this campaign generated over 10 million impressions on traditional and digital paid media in Western Placer County. This means that in a population of 275,000, plus an estimate of 100,000 visitors and workers exposed to this campaign, each individual would have seen this brand an average of 26 times during the campaign.

Testimonials from staff showcased the benefit of also converting all owned channels to a similar look and feel:

“This One Big Bin campaign delivered, for the first time in the history of the One Big Bin existence, a completely unified brand and message that reached the target audience in unprecedented numbers! I have literally seen it everywhere, on Highway 65 and 80 Billboards (going both directions), Pandora, and the internet – even my husband mentioned that he saw One Big Bin on YouTube!”

—Michelle White, Environmental Resource Specialist
Program Outcomes To Date

**OWNED MEDIA**
Owned channels were utilized to build a strong presence for the new One Big Bin brand.

**PAID MEDIA**
**DIGITAL ADS**

“The current One Big Bin outreach has been amazing! The consistent look of the new brand has made it more recognizable and relevant. Also, it seems to pop up everywhere I go: when I went to the movies with my son, when I am on YouTube, when I am traveling down the highway. It is a tremendous benefit to have such increased visibility in the communities that WPWMA serves.”

—Eric Oddo, WPWMA Program Manager

Digital website display banners were used to deliver mass reach while remaining targeted to those likely to be the head of the their household. These ads were viewed around four million times over the six-month campaign.
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IMPRESSIONS FOR ONE BIG BIN GENERAL CAMPAIGN (LATE NOVEMBER 2016-MAY 2017)

- Display: 3,060,864
- Social Media: 484,117
- Pandora: 405,061

Pandora Radio was a successful digital partner in this campaign. Pandora used their first-party audience data to focus on a similarly targeted head of household audience in Placer County. In addition to playing the cinema ad video and using display banners, a 30-second audio ad was created to drive awareness for listeners about proper waste disposal.

While visibility remains the most important factor for these ads, engagement is an important sign that the messaging is finding the right audience. In this respect, the WPWMA display banners significantly outperformed the national average for display engagement rates (.37% vs .08%). This is a clear indicator that the right people are being reached in Placer County.

*Provided by Google Display Benchmark Tool looking at the United States

Total campaign impressions: 3,950,042

Clicks from One Big Bin ads to the One Big Bin website: 13,604

VIDEO

Online video is one of the most successful ways to drive consumer ad recall and brand lift. The more people watch a video, the more it resonates with them when they make future decisions.

By harnessing the power of online video, WPWMA reached more than 100,000 people in Placer County. WPWMA videos were distributed and seen across YouTube, Facebook, and various websites.

TRASHY LOVE STORY VIEWED TO 100% COMPLETION

- YouTube: 211,440
- Facebook: 6,476
- Pandora: 36,253

Total Trashy Love Story video impressions: 386,739
TRADITIONAL MEDIA
Paid advertising was chosen based on target audience behaviors. 3fold (the consultant), managed the campaign, and monitored all campaign data measurements on all channels. Cinema ads were placed during prime movie-going times at the highest-frequented theaters in Placer County, and billboard buys were strategically placed to attract attention from daily commuters.

Billboard

**12/05/16–01/08/17**

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<th>Av. total impressions</th>
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<td>Sac 5031</td>
<td>HWY 65</td>
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<td>I-80 FRWY</td>
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**04/03/17–04/23/17**

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**2017 Excellence Award Entry**: Awareness Campaign: WPWMA and Placer County Regional Recycling Group

**Cinema: NationalCineMedia**

**Trashy Love Story | 11/25/16–1/5/17 (6 weeks)**
- Auburn: 38,324
- Olympus Pointe: 54,844
- Roseville 14: 57,400
- Blue Oaks: 108,519
- **Total**: 259,086

**Trashy Love Story | 3/24/17–4/20/17 (4 weeks)**
- Auburn: 19,695
- Olympus Pointe: 24,227
- Roseville 14: 31,206
- Blue Oaks: 55,386
- **Total**: 130,514

*Final viewing impressions will be delivered in July.*

**Cinema: Screen Vision Media: Studio Movie Grill**

**12/2/16–1/5/17**
Trashy Love Story was delivered on 14 screens for an average of **64,665–79,035 admission delivery**

**3/24/17-4/20/17**
Trashy Love Story was delivered on 14 screens for an average of **54,190-66,232 admission delivery**

*5/26 and 6/16 viewer impressions will be delivered in July.*
Evaluation

Campaign success that could be replicated easily in any community, had to start with the unification of a single brand look and feel. From bill inserts to jurisdiction websites to social media, all owned channels were united. This created strong brand equity for the One Big Bin brand making it more visible to residents and thus, more trustworthy.

LESSONS LEARNED TO IMPROVE FUTURE CAMPAIGNS:

- Video works. And by creating video that personifies waste and reflects emotional appeal, audiences will engage. We will continue to use this tactic in the future.

- We understand now, after observing website analytics, that our e-newsletter was our most effective tool to draw audiences to the website for more information. Moving forward, we plan to increase e-newsletter distribution from quarterly to every other month.

- Social media results indicated that our target audiences were highly engaged on Facebook. Future campaigns should take advantage of our audience’s tendencies by posting often and regularly.

- Our audience is constantly shifting due to the growing population of Placer County and the changing definition of heads of households. Future campaigns should reflect the latest demographic information and public opinions, measured via customer surveys.

The goal of 2016–2017 was to position OneBigBin.com as the authority for proper waste disposal in Western Placer County. In 2017–2018, WPWMA will solidify this positioning by utilizing top Search Engine Optimization tactics. This includes the development of a blog, maximized use of a bi-quarterly newsletter and the advancement of social media. Building a strong perception of OneBigBin.com as the disposal authority for Placer County, will make it easier to change consumer habits and disseminate information about county-wide programs.

REPLICATING THE CAMPAIGN IN OTHER MARKETS:

- Every successful campaign starts by clearly identifying the target audience. WPWMA began by researching demographics and local behaviors. Utilizing customer surveys to garner demographic information can support information gathering. For instance, in Placer County, the WPWMA survey revealed heads of household skewed female.

- A best practice of any awareness campaign is a strict adherence to a single brand look and feel. WPWMA accomplished this with its iconic One Big Bin brand. From bill inserts to social media, all owned channels were united visually. This brand familiarity built trust with our target audience as it would with any target audience in any community, regardless of size.

- Position waste websites as the “central authority” for community disposal. To increase website visitors is to increase awareness. That’s exactly what WPWMA did by directing all ads and communication channels to the One Big Bin website. Every unique visitor WPWMA generated with their efforts was a new Placer County resident that learned about One Big Bin.

- Video can be a universally engaging—even when discussing waste—if the story includes a message that resonates.